

**WHAT IS CLAIMED IS:**

1           1.    A system for distributing content over a network, said  
2 system comprising:

3               a content object including the content to be distributed  
4 over the network;

5               at least one rule object operable to apply at least one  
6 rule to said content object for distribution over the network; and

7               at least one container object operable to receive and  
8 prepare said content object having the at least one rule applied  
9 thereto for distribution over the network.

1           2.    The system according to claim 1, wherein the network  
2 includes at least one of the following:

3               terrestrial and satellite based.

1           3.    The system according to claim 1, wherein the network is  
2 the Internet.

1           4.    The system according to claim 1, wherein said content  
2 object includes at least one of the following:

3               text, graphics, image, video and sound.

1           5.    The system according to claim 1, wherein each rule object  
2 includes at least one rule distinct from other rule objects.

1           6.    The system according to claim 5, wherein the at least one  
2   distinct rule is based on a specific channel for which the  
3   associated rule object is associated.

1           7.    The system according to claim 5, wherein the at least one  
2   distinct rule is based on a specific terminal for which the  
3   associated rule object is associated.

1           8.    The system according to claim 5, further comprising a  
2   channel object operable to receive said content object as prepared  
3   by said container object.

1           9.    The system according to claim 8, wherein said channel  
2   object defines a channel of distribution over the network.

1           10.   The system according to claim 8, wherein said channel  
2   object includes at least one of the following channels:

3           Internet, wireless, cellular, and satellite.

1           11.   The system according to claim 8, wherein the at least one  
2   rule defines a process for which said content object is subject to  
3   for distribution over a particular channel over the network.

1        12. The system according to claim 11, wherein the process  
2 includes reducing the amount of data to be distributed.

1        13. The system according to claim 11, wherein the particular  
2 channel is predetermined.

1        14. The system according to claim 8, further comprising a  
2 directory lookup service for assigning said content object to at  
3 least one rule and at least one container object.

1        15. The system according to claim 9, further comprising an  
2 object broker.

1        16. The system according to claim 8, wherein the preparation  
2 by the at least one container object includes applying a template  
3 to said content object for display.

1        17. A method for distributing content over a distribution  
2 channel of a network, said method comprising:

3            receiving the content to be distributed over the  
4 distribution channel of the network;

5            applying at least one rule to the content, the at least  
6 one rule being based on the distribution channel for the content to  
7 be distributed; and

8            communicating the content having the at least one rule  
9 applied thereto to have at least one data element further applied  
10 thereto via a distinct process from said applying of the at least  
11 one rule, the content having the at least one rule and data element  
12 being applied thereto being prepared for distribution over the  
13 distribution channel.

14        18. The method according to claim 17, further comprising  
15 distributing the content having the at least one rule and data  
16 element being applied thereto over the distribution channel of the  
17 network.

1        19. The method according to claim 18, wherein the  
2 distribution channel includes at least one of the following:  
3            email, broadcast, ethernet, wireless ethernet, cellular,  
4 and the Internet.

1        20. The method according to claim 17, wherein the network is  
2 at least one of terrestrial and satellite based.

1        21. The method according to claim 17, wherein the at least  
2 one data element includes a template for the content.

1        22. The method according to claim 17, wherein the content  
2 includes at least one of the following:

3            text, graphics, image, video, and audio.

1        23. The method according to claim 17, further comprising  
2 looking-up a network location for processing said applying the at  
3 least one rule.

1        24. A system for distributing content over a distribution  
2 channel of a network, said method comprising:

3            means for receiving the content to be distributed over  
4 the distribution channel of the network;

5            means for applying at least one rule to the content, the  
6 at least one rule being based on the distribution channel for the  
7 content to be distributed; and

8            means for communicating the content having the at least  
9 one rule applied thereto to have at least one data element further  
10 applied thereto via a distinct process from said applying of the at  
11 least one rule, the content having the at least one rule and data  
12 element being applied thereto being prepared for distribution over  
13 the distribution channel.

1        25. A computer-readable medium having stored thereon  
2 sequences of instructions, the sequences of instructions including  
3 instructions, when executed by a processor, causes the processor  
4 to:

5            receive the content to be distributed over the  
6 distribution channel of the network;

7            apply at least one rule to the content, the at least one  
8 rule being based on the distribution channel for the content to be  
9 distributed; and

10           communicate the content having the at least one rule  
11 applied thereto to have at least one data element further applied  
12 thereto via a distinct process from said applying of the at least  
13 one rule, the content having the at least one rule and data element  
14 being applied thereto being prepared for distribution over the  
15 distribution channel.

1        26. A method for distributing content to a terminal operating  
2 on a channel, said method comprising:

3            receiving the content to be distributed to the terminal  
4 over the channel;

5            determining a first network location available to process  
6 the content for distribution on the channel, the processing  
7 including applying at least one rule to be applied to the content  
8 based on the terminal and channel for the content to be  
9 distributed; and

10           transmitting the content to the first network location to  
11 process the content for distribution over the channel to the  
12 terminal.

1        27. The method according to claim 26, further comprising:

2            determining a second network location available to apply  
3 at least one data element indicative of a template for the content  
4 to be associated.

1        28. The method according to claim 26, wherein the channel  
2 includes at least one of terrestrial and satellite based.



1           29. The method according to claim 26, wherein the terminal  
2 includes at least one of the following:  
3           computing system, mobile telephone, personal digital  
4 assistant, and pager.

1        30. A system for distributing content to a terminal operating  
2 on a channel, said system comprising:

3                means for receiving the content to be distributed to the  
4 terminal over the channel;

5                means for determining a first network location available  
6 to process the content for distribution on the channel, the  
7 processing including applying at least one rule to be applied to  
8 the content based on the terminal and channel for the content to be  
9 distributed; and

10               means for transmitting the content to the first network  
11 location to process the content for distribution over the channel  
12 to the terminal.

1        31. The system according to claim 30, further comprising:

2                means for determining a second network location available  
3 to apply at least one data element indicative of a template for the  
4 content to be associated.

1        32. A system for distributing content to a terminal operating  
2 on a channel, said system comprising:

3            a processor operable to determine a first network  
4 location available to process the content for distribution on the  
5 channel, the processing including applying at least one rule to be  
6 applied to the content based on the terminal and channel for the  
7 content to be distributed.

1        33. The system according to claim 32, wherein the channel  
2 includes at least one of terrestrial and satellite.

1        34. The system according to claim 32, wherein the terminal  
2 includes at least one of the following:

3            computing system, mobile telephone, personal digital  
4 assistant, and pager.